

LIAISON REPORT

AGENCY: __ Girl Scouts _____ LIAISON: _____ Keith Hobson(Jean Kresse)_____

Need for Program

Girl Scouts currently has between 10-15 troops in Story County serving over 450 girls which is a increase from the previous year. They are seeing an increase in membership across the region (67 counties). Financial assistance is provided to girls for memberships. Organizationally they are focusing on increasing philanthropy and have hired a regional Director that will help with increase donations and volunteer involvement.

In April 2017 they will be hosting a Volunteer Circle of Excellence event in Ames to recognize and educate volunteers – targeted at the adults, but will include girls as well.

They are launching a new initiative – Hands Only CPR and will be purchasing at least one self-contained kit per county (reached based program through the American Heart Association) that can be checked out by troop leaders that will be trained in instruction.

Program Strengths

- Experiencing an increase in membership
- Hands Only CPR compression instruction – earn badge and empower girls
- Education – opportunities to reinforce learning that goes on at school – supports the education they get in school.
- Health – little softer – food, energy (food for people) relationships , bullying – what it's like to be a good friend “be a sister to all girls”
- Using interns from ISU – campus scouts, Women in Science in engineering, to be mentors
- Mentors and importance of them to the girls
- Girls are opened up to challenges in school and otherwise
- Girls tell them they feel like they can take on more challenges
- They learn life skills that are prevention-based; financial literacy (through cookie programs); self-confidence; team work

Currently measuring 15 outcomes (5-7 main)

- 58% of girls learned skills to help them academically
- 96% report positive feedback from an Girl Scout adult
- 95% report having a Girl Scout adult they trust
- 89% report having a Girl Scout adult that makes them feel better

Program Challenges

- Working to better measure program outcomes, especially in the area over life skills
- Working also to determine a process where Girl Scout adults can share their stories

Financial Outlook

- Source of funding is primarily through cookie sales. Working to increase fundraising activities by increasing staff; Girl scouts is focusing on looking at other sources of funding – if they should need; looking at corporate funding, cookie sales, planned giving

Internal Management Practices

Board structure – mainly from central Iowa (DSM); board development committee is open to attracting others to the board; skill based – finance, fundraising, property, marketing; board is strategic, board finance, development and ad hoc committee as needed; property committee doing a lot of work with camps – camps located in Boone (residence), Clear Lake, Sioux city and troop camp in Marshalltown; board meetings every other month – annual meeting typically in April, planning in March

GENERAL ASSESSMENT: Overall strong state-wide operation; support in Ames and surrounding communities through various programming and support of volunteers.

